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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 2, 2018 / 2019 SESSION

### DCS5148 – INTRODUCTION TO INFORMATION SYSTEMS

(Diploma Students Only)

7 MARCH 2019  
2.30 p.m. – 4.30 p.m.  
(2 Hours)

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#### INSTRUCTIONS TO STUDENT

1. This question paper consists of 5 pages with 2 sections only.
2. For section A, shade your answers on the OMR form provided.
3. For section B, write your answers in the answer booklet provided.
4. Answer ALL questions.

**SECTION A: Multiple Choice Questions [30 Marks]**

1. Wonder Taste, a new fine-dining restaurant, is having difficulty in creating a supportive work attitude within the organisation. This is a business problem that falls into the \_\_\_\_\_.
  - a. people dimension
  - b. technology dimension
  - c. management dimension
  - d. organisational dimension
2. The average number of movie tickets sold at Golden Screen Cinemas Sdn. Bhd. at a particular price is an example of \_\_\_\_\_.
  - a. input
  - b. meaningful information
  - c. output
  - d. feedback
3. All of the following describe the effects of globalisation **EXCEPT** \_\_\_\_\_.
  - a. significant decreases in operating costs
  - b. reduction of labour costs through outsourcing
  - c. increases in transaction costs
  - d. ability to find low-cost suppliers
4. The fundamental set of assumptions, values, and ways of doing things that has been accepted by most of a company's members is called its \_\_\_\_\_.
  - a. culture
  - b. critical thinking
  - c. environment
  - d. business process
5. Developing promotional campaigns and roadshows at various locations are activities associated with the \_\_\_\_\_ function.
  - a. finance and accounting
  - b. sales and marketing
  - c. human resources
  - d. technology
6. Which of the following is an example of immediate environmental factor?
  - a. Technology and science.
  - b. Politics.
  - c. Competitors.
  - d. Economy.
7. DSS and MIS are systems commonly used by \_\_\_\_\_.
  - a. external vendors
  - b. factory operators
  - c. senior managers
  - d. middle managers
8. Which of the following is **NOT** a type of enterprise applications?
  - a. Supply chain management systems.
  - b. Knowledge management systems.
  - c. Genetic algorithm systems.
  - d. Customer relationship management systems.

**Continued ...**

9. Which of the following can force a business and its competitors to compete on price alone?
- a. Transparent marketplace.
  - b. Demand control.
  - c. High product differentiation.
  - d. Poor process efficiency.
10. The most successful solutions or methods for achieving a business objective are called \_\_\_\_\_.
- a. business functions
  - b. best practices
  - c. core processes
  - d. benchmarking
11. The Spider-Man movies have had led to other merchandising in the market such as toys, clothes, playstation, and DVDs. This is an example of \_\_\_\_\_.
- a. synergy
  - b. core competency
  - c. virtual company
  - d. network economies
12. \_\_\_\_\_ systems are those in which development occurs at the home base, but operations are handed over to independent units in foreign locations.
- a. Duplicated
  - b. Transnational
  - c. Multinational
  - d. Networked
13. \_\_\_\_\_ is the first step in Business Process Management.
- a. Improve design quality and precision
  - b. Identify processes for change
  - c. Analyse existing processes
  - d. Identify synergies
14. A marketplace extended beyond traditional boundaries and removed from a temporal and geographic location is called a(n) \_\_\_\_\_.
- a. online hub
  - b. viral marketing
  - c. exchange
  - d. marketspace
15. In planning an effective e-commerce presence, you will want to consider the blog platform as part of your \_\_\_\_\_ presence.
- a. community
  - b. offline media
  - c. social media
  - d. email
16. What is the primary benefit of disintermediation to consumers?
- a. Lower costs.
  - b. Higher quality.
  - c. More choices.
  - d. Faster delivery.
17. Amazon.com is known primarily for its use of which of the following business models?
- a. Portal.
  - b. E-tailer.
  - c. Content provider.
  - d. Market creator.

Continued ...

18. A type of decision that is made by following a definite procedure is called a(n) \_\_\_\_\_ decision.
- a. unstructured
  - b. structured
  - c. semi-structured
  - d. indefinite
19. Decision whether to expand a company's product lines to global market is done by \_\_\_\_\_.
- a. functional management
  - b. middle management
  - c. operational management
  - d. senior management
20. Which phase of decision making finds or recognises a problem?
- a. Design.
  - b. Choice.
  - c. Intelligence.
  - d. Definition.
21. Expert systems are used when \_\_\_\_\_.
- a. expertise is in short supply and needs to be captured
  - b. predictions for the future are required
  - c. patterns of consumer behaviour need to be investigated
  - d. big data needs to be analysed
22. Which is the final step in developing a new information system?
- a. Defining the problem.
  - b. Implementing the system.
  - c. Programming.
  - d. Feasibility study.
23. The oldest method for building information systems is \_\_\_\_\_.
- a. RAD
  - b. JAD
  - c. object-oriented development
  - d. the systems development life cycle
24. \_\_\_\_\_ is a stand-alone application designed to run on a specific mobile platform and device.
- a. HTML5
  - b. A mobile browser
  - c. A native app
  - d. A PERT chart
25. All of the following are types of information systems general controls **EXCEPT** \_\_\_\_\_.
- a. software controls
  - b. administrative controls
  - c. application controls
  - d. hardware controls
26. When an unauthorised person gains access to a database containing your private information, this is an example of \_\_\_\_\_.
- a. identity theft
  - b. pharming
  - c. spoofing
  - d. phishing

Continued ...

27. \_\_\_\_\_ identify the access points in a Wi-Fi network.
- a. URLs
  - b. SSIDs
  - c. NICs
  - d. UTM's
28. A man steals from a grocery store in order to feed his starving family. Which of the following **BEST** expresses the utilitarian principle in evaluating this situation?
- a. His action is wrong, because the grocery store owner is harmed.
  - b. His action is wrong, because if everyone were to do this, the concept of personal property is defeated.
  - c. His action is acceptable, because the grocer suffers the least harm.
  - d. His action is acceptable, because the higher social value is the survival of the family.
29. When a cookie is downloaded during a website visit, it is stored \_\_\_\_\_.
- a. in the browser's application settings
  - b. on the hard drive of the visitor's computer
  - c. on the website's server
  - d. on the ISP's servers
30. Which of the following is the world's largest collector of online user data?
- a. Google.
  - b. Yahoo.
  - c. Facebook.
  - d. Apple.

## **SECTION B: Structured Questions [70 Marks]**

### **QUESTION 1**

- (a) A number of factors are leading to a growing emphasis on collaboration in the organisations. State and explain **FOUR (4)** of these factors. (8 marks)
  - (b) Give **FOUR (4)** examples of collaboration tools or technologies. (4 marks)
  - (c) Investment in collaboration technology can return large rewards to an organisation. Briefly explain **THREE (3)** benefits of collaboration. (3 marks)
  - (d) Briefly describe the **FIVE (5)** basic business entities. (5 marks)
- (Total: 20 marks)

Continued ...

**QUESTION 2**

- (a) Aqua Verse Sdn. Bhd. has assigned you to integrate a balanced scorecard framework into a system to measure the firm's performance.
- (i) List down the **FOUR (4)** dimensions of the balanced scorecard that you would include in the system. (4 marks)
  - (ii) Give **TWO (2)** key performance indicators for each of the dimension stated in (i). (8 marks)
- (b) Provide the **SIX (6)** elements that make up a business intelligence environment. (6 marks)
- (c) State **TWO (2)** examples of *semi-structured knowledge*. (2 marks)
- (Total: 20 marks)

**QUESTION 3**

- (a) Various types of malware threaten information systems and computers. State and explain **FOUR (4)** types of malware. (8 marks)
- (b) Explain the **THREE (3)** differences between a hacker and a cracker. (6 marks)
- (c) Provide **FOUR (4)** security issues for mobile platforms. (4 marks)
- (d) Briefly explain the differences between *disaster recovery planning* and *business continuity planning*. (2 marks)
- (Total: 20 marks)

**QUESTION 4**

- (a) Briefly describe the **FIVE (5)** key technology trends that raise ethical issues. (5 marks)
- (b) Outline **FIVE (5)** differences of a digital book compared with a physical book. (5 marks)
- (Total: 10 marks)

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